



10 ADMINISTRATION

Effective: 5/13/96

10.31 State WIC Program Staff Areas of Responsibilities

Revised: 11/1/00

POLICY: The State WIC Program employs qualified staff to plan, implement and evaluate program policies and procedures, and to carry out statewide WIC and Farmers' Market Nutrition Program activities.

PROCEDURE:

A. CENTRAL OFFICE

The WIC Program Central Office staff is located in the Division of Public Health, Bureau of Family and Community Health, Madison. The main responsibilities are to provide program direction in administration and nutrition services. These specific activities include program planning and evaluation, funding, program operations, fiscal management, vendor management and integrity, clinic nutrition services, breastfeeding promotion and support, supplemental foods, coordination with other nutrition and health services, and data processing. Specific staff responsibilities are indicated below, but may vary depending on current staffing patterns.

1. State WIC Program Director
 - a) overall responsibility for management of State WIC and FMNP Programs
 - b) federal and state funding
 - c) statewide caseload management
 - d) National Association of WIC Directors voting member
 - e) WIC Advisory Committee
 - f) performance based contracting process
 - g) recruitment, selection and supervision of State WIC and Nutrition Staff
 - h) policy and procedure development
 - i) coordination with other programs, including Immunization and Lead
 - j) State Public Health Nutrition Director
2. Fiscal Manager and Program Analyst
 - a) fiscal management
 - b) monitoring food cost and projections, recommending statewide caseloads
 - c) contracts with ADP and banking services providers and infant formula rebate provider
 - d) Estimated Eligibles and Food Cost Reports
 - e) WIC Website
3. Fiscal Specialist
 - a) grant awards and Contract with local agencies
 - b) CARS
 - c) Immunization, Farmers' Market, special grants funding



- d) allowable expenditures for USDA WIC funds
 - e) local salary and FTE information
 - f) equipment inventory and stickers
4. Program Operations Coordinator
- a) program operations, policies and procedures
 - b) staffing patterns, Time Studies, standards for WIC services
 - c) caseload management, waiting list, participation counts
 - d) monitoring, program compliance
 - e) outreach, including coordination with other programs
 - f) draft issuance policies
 - g) accessibility
 - h) ADP management reports
 - i) civil rights
 - j) coordination with other programs
 - k) participant complaints
5. Program Assistants
- a) Forms and Publications (ordering and availability)
 - b) Project Directory (update and distribution)
 - c) Monthly Updates and other mailings
 - d) receptionist and phone messages for WIC staff
 - e) State WIC Office management and support
6. Nutrition Coordinator
- a) WIC Nutrition Services, including annual objectives, ADP Nutrition reports and Certification Guidelines
 - b) certification: screening and assessment procedures, questionnaires, risk factors, risk factor/flow sheets, medical referral form
 - c) confidentiality policies and MOUs
 - d) supplemental foods: approved food list, food packages and draft messages, infant formula issues
 - e) coordination with other nutrition-related services
7. WIC Nutritionist
- a) nutrition education
 - b) overweight and obesity prevention
 - c) secondary nutrition education materials and counseling
 - d) FMNP Nutrition Coordinator
8. Breastfeeding Coordinator and Nutritionist
- a) breastfeeding promotion and support activities
 - b) breastfeeding update
 - c) breastpumps



- d) nutrition services
- 9. WIC System Consultant
 - a) DAISy support
 - b) hardware problems; maintenance; inventory
 - c) changes in LAN configuration
- 10. WIC System Manager
 - a) ADP system
 - b) DAISy enhancements
 - c) DAISy support
 - d) mass changes
 - e) special reports, mass changes
 - f) computer purchase information
- 11. Farmers' Market Nutrition Program Coordinator
 - a) farmer authorizations, monitoring, training
 - b) education materials
 - c) program evaluation
- 12. Vendor Section Chief
 - a) overall responsibility for Vendor Section activities
 - b) recruitment, selection and supervision of Vendor Section staff
 - c) represent vendor management at WIC Advisory Committee
 - d) WIC Retailer Advisory Committee
 - e) Administrative Rules
 - f) policy and procedure development
- 13. Vendor Relations Manager
 - a) vendor management, policies and procedures
 - b) initial and reauthorization application process
 - c) vendor training
 - d) rejected draft problems
 - e) vendor reports
 - f) draft status or look-up
- 14. Vendor Compliance Managers
 - a) lead vendor fraud and abuse investigations
 - b) coordinate investigative activities with appropriate law enforcement agencies
 - c) vendor sanctioning
 - d) vendor and fraud awareness training
- 15. Vendor Monitoring Coordinator
 - a) coordinator vendor monitoring activities



- b) early draft redemption follow-up
- c) vendor reports
- d) records management

16. Milwaukee County Vendor Coordinator

- a) site visits and vendor monitoring for Milwaukee County vendors
- b) vendor complaints and questions for Milwaukee County vendors
- c) vendor training

17. Participant Compliance and Systems Manager

- a) participant fraud and abuse investigation
- b) dual participation report
- c) lost/stolen drafts
- d) food package/draft redemption amount for repayment
- e) participant accessibility determinations
- f) Administrative Rules

18. Vendor Program Assistants

- a) vendor applications (requests, information, status)
- b) mailing materials to vendors and projects
- c) general vendor information
- d) Vendor Section office support

B. REGIONAL OFFICE STAFF

1. WIC Consultants for the local WIC project: Regional office nutrition consultants are located in the five Division of Public Health Regional Offices: Northern/Rhineland, Northeast/Green Bay, Western/Eau Claire, Southern/Madison, Southeastern/Milwaukee. Positions are full or part time WIC funded; WIC responsibilities include:

- a) approve equipment requests
- b) review and approve WIC clinic site changes within a WIC project
- c) provide consultation and technical assistance on overall WIC operations (staffing, caseload management, use of ADP reports, general WIC requirements and procedures, etc.)
- d) resource and reference for nutrition related concerns
- e) conduct annual or biannual project reviews
- f) consult with contract administrators regarding the development and/or revision of performance objectives
- g) assist in the transitioning of closed clinics or projects
- h) assist state WIC office as directed.
- i) assist in coordination efforts between WIC and other agency and community services
- j) assist in selection and training of local project staff



- k) support network for project personnel to improve and enhance WIC services, e.g. coordinate regional meetings for project staff
 - l) serve as liaison between the Central Office and the local projects
 - m) review and approve project-developed nutrition materials/protocols (brochures, handouts, documentation forms, referral forms, etc.)
2. Contract Administrators: A contract administrator, also located in the regional offices, is assigned to each health department's consolidated contract. They may be the regional public health nutrition consultant, nursing consultant, health educator or immunization representative. Their responsibilities include:
- a) negotiate initial annual contract, including performance objectives and review of subcontracts
 - b) conduct mid-year review of consolidated contract and WIC